



CSANNC
College Stores Association of North Carolina, Inc.

Letter from the President

Hello everyone!

It's that time of the year and I trust your RUSH preparations and sales are all going well. It's also that time of the year when we start our final preparations and make our reservations for our annual College Store Association of North Carolina Annual Conference and Expo. By all reports, our association continues to be in the forefront of state and regional associations, nationwide. The reasons?

Value – For the price of being a member in good standing, and attending you almost cannot afford NOT to come! When you think about it, to have close to 100 vendors and almost a dozen educationally related sessions available to you, the opportunity for both savings and increased revenue are huge! When you add the all-important networking and sharing of best practices from arguably some of the best stores in the country, it becomes absolutely clear that whatever you spend to attend, comes back to you at least ten fold.

Focus – We continue to focus on the hot topics; the topics that we must all face in order to stay relevant and pertinent on our campuses. And we learn how to make a difference!

Strength in Numbers – I'm sure you know that this is true. When we attend in mass, our vendor associates sense the value as well and attend themselves. Without each other, we all suffer. But what our full attendance means is that we are all able to take advantage of some wonderful specials and discount opportunities. Most say that they specials/discounts pay for the travel expenses in a matter of minutes. We have always recognized that and have made the commitment to ourselves and each other.

We Share and We Care – Both of these values translate into a culture that goes a tremendous way to ensuring success both as individual stores and as an association. **Show you care** about our industry by attending. **While you're here, share.** Because while you will certainly leave with a long list of ideas to take back to your store (that will make a difference to your bottom line), you should know that your own sharing is an integral part to that whole process.

Please do what you can to attend this year's conference and expo. We are in a lovely spot and have worked hard to keep expenses down. Why not bring your boss!? What better way to express the value of education and networking in our industry than to let them see it for themselves. Did you know that almost 100 administrators who oversee their campus bookstore, attended CAMEX last year. There's a reason. I ask that you think about extending that invitation; even for a day.

Personally, I would be happy to speak to the values of your attendance to any of your administrators, should either funding or timing be of an issue. Please feel free to get them in contact with me at 336-682-5151. I'd be more than happy to assist.

Best to you and yours!

Buz Moser

President, CSA-NC